



# Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series)

By The Staff of Entrepreneur Media, Corie Brown

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**Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series)** By The Staff of Entrepreneur Media, Corie Brown

Start Your Own Microbrewery, Distillery, or Cidery and Craft Your Success Story

Growing each year, this multi-billion dollar industry, driven by consumer preferences, shows no signs of slowing down—giving you the perfect opportunity to start up.

Corie Brown of Zester Daily and our experts introduce you to more than 30 craft producers, including pioneers like Ken Grossman of Sierra Nevada Brewing Co., Jörg Rupf creator of Hangar 1 Vodka, Kent Rabish owner of Grand Traverse Distillery, and Mike Beck co-owner of Uncle John's Cider Mill.

You'll gain an insider's look at how to:

Analyze craft products, their distinct challenges, and dynamic market  
Write a winning business plan that promotes growth and secures funding  
Keep overhead low and margins high with options like self-distribution  
Capture customers and create evangelists with the story behind the brand  
Enhance the brand experience with events, taprooms, tastings, and tours  
Develop invaluable relationships with distributors and restaurants

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### Editorial Review

From the Back Cover

#### Start Your Own Microbrewery, Distillery, or Cidery

Craft alcohol has come out of the garage and into the limelight. Growing each year, this multi-billion dollar industry, driven by consumer preferences, shows no signs of slowing down—giving you the perfect opportunity to start up. Our experts, teamed with food and beverage writer and enthusiast Corie Brown of Zester Daily, introduce you to more than 30 craft producers, including pioneers like Ken Grossman of Sierra Nevada Brewing Co., Jörg Rupf creator of Hangar 1 Vodka, Kent Rabish owner of Grand Traverse Distillery, and Mike Beck co-owner of Uncle John's Cider Mill.

Brown and team deliver an in-depth review of these thriving industries and coach you in identifying ideal business models, best practices for launching a new craft product, valuable regulation information, and more.

Gain an insider's look at how to:

- Analyze craft products, their distinct challenges, and dynamic market
- Write a winning business plan that promotes growth and secures funding
- Keep overhead low and margins high with options like self-distribution
- Capture customers and create evangelists with the story behind the brand
- Enhance the brand experience with events, taprooms, tastings, and tours
- Develop invaluable relationships with distributors, retailers, and restaurants

Packed with priceless insights, advice, checklists, worksheets, and valuable resources, this guide details what you need to know to go from alcohol enthusiast to entrepreneur. Start brewing your own business today!

### About the Author

For more than 30 years, **Entrepreneur Media** has been setting the course for small business success. From startup to retirement, millions of entrepreneurs and small business owners trust the Entrepreneur Media family—*Entrepreneur* magazine, Entrepreneur.com, Entrepreneur Press, EntrepreneurEnEspanol.com, and our industry partners—to point them in the right direction. The Entrepreneur Media family is regarded as a beacon within the small to midsized business community, providing outstanding content, fresh opportunities, and innovative ways to push publishing, small business, and entrepreneurship forward.

**Corie Brown** is the cofounder and general manager of Zester Daily, a cooperative of 70 professional journalists writing about all aspects of what we eat and drink. She is a professional journalist who has been on staff with *BusinessWeek*, *Newsweek* and the *Los Angeles Times* and recently authored a cover story on Internet marketing guru Seth Godin.

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**Dawn Hicks:**

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**Cheryl Cooley:**

A lot of people always spent their own free time to vacation or go to the outside with them friends and family or their friend. Did you know? Many a lot of people spent these people free time just watching TV, or even playing video games all day long. In order to try to find a new activity here is look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book you read you can spent all day every day to reading a e-book. The book Start Your Own Microbrewery, Distillery, or Cidery: Your Step-By-Step Guide to Success (StartUp Series) it doesn't matter what good to read. There are a lot of folks that recommended this book. These people were enjoying reading this book. In case you did not have enough space bringing this book you can buy typically the e-book. You can m0ore simply to read this book from a smart phone. The price is not very costly but this book has high quality.

**Wanda Riddle:**

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